

Inclusivity: Will America Find Its Soul Again?



INCLUSIVITY

**Will America Find
Its Soul Again?**

Michael Gordon + Christian Sarkar

Americans want a fairer distribution of wealth and a more equitable distribution of opportunity. We want inclusivity--but how can we achieve it? *Inclusivity: Will America Find Its Soul Again?* discusses eight perspectives on creating a more inclusive United States, each of which is already taking place and none of which requires government intervention.¹⁾ Our problems at home also create opportunities.²⁾ Community-level entrepreneurship is at the leading edge of economic revitalization.³⁾ Challenging our economic beliefs is vital for creating inclusive wealth.⁴⁾ Urban centers can take the lead on inclusivity by following distinctly different paths.⁵⁾ Inclusive education begins with students doing, not administrators talking.⁶⁾ Social wellness creates better health by incorporating a new workforce and new practices, including community members who provide frontline support.⁷⁾ Inclusive leaders insist on creating meaningful value for others always.⁸⁾ An inclusive future means transcending cultural barriers and identifying untapped resources. This book looks at problems of health, education, livelihood, and a deteriorating environment in both urban and rural America, and it tells the stories of individuals and organizations that are leading the way to solve these problems. The 50 stories in this book tell of American renewal and the restoration of opportunity to live a life with economic opportunity, good health, an education suitable for today and tomorrow, and to enjoy clean air, water, and skies for all of us. Businesses, social entrepreneurs, and people not too different from the rest of us are leading the way. Get inspired by their efforts. Learn their secrets. And help create the country we all want one of inclusivity.

WHAT LEADING EXPERTS HAVE SAID: The power of companies to improve the world while making a profit has never been stronger. Business is

waking up to opportunities at the base of the pyramid in the developing world. Just as those opportunities demand a new logic, so do our societal problems at home. Inclusivity paints a picture of the future of business in the United States that is just starting to take shape. All businesses must master the competency that this book so vividly illustrates: inclusivity. -- Professor Vjiay Govindarajan, Tuck School at Dartmouth University Author: Reverse Innovation Creating a greener planet, serving the poor, and acts of a similar spirit present a great opportunity for business. Inclusivity let us see how the base of the pyramid at home--BOP US--is as full of opportunities as it is overseas. Better, it tells us how to take advantage of them. The United States is tied in knots by those who think business is the cause of all our problems and those who think it can do little wrong. This book shows a third way: more inclusive organizations that generate opportunity for everyone. -- Stuart L. Hart, Johnson School of Management, Cornell University Author: Capitalism at the Crossroads We have real challenges that need lots of real solutions: healthcare, education, livelihood, and sustainability, to name a few. Inclusivity explains how to make innovation happen. It will give you the examples of what really works and the tools to make it work for you. -- Jeff DeGraff, PhD Founder: The Innovatrium Institute of Innovation Author: Innovation You; and Leading Innovation

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